CLAIMS:

1. (Amended) A liquid crystal display displaying, using a liquid crystal display panel, an image responsive to input image data, comprising:

driving means for driving the liquid crystal display panel in either an impulse drive mode or a hold drive mode, (i) in the impulse drive mode an image display period for performing display according to the input image data and a monochrome display period for performing display according to previously-specified certain monochrome display data being generated within an input image data rewriting period for writing in each pixel of the liquid crystal display panel, while (ii) in the hold drive mode display according to the input image data being always performed within the rewriting period, without setting the monochrome display period;

switching means for switching between the modes for driving the liquid crystal display panel by the driving means; and

means for varying, in accordance with the input image data and according to one of the modes for driving the liquid crystal display panel, a gradation voltage to be applied to the liquid crystal display panel, so as to prevent changes in gamma characteristics caused by differences in response speed of liquid crystal between

display gradations, on account of insertion of the monochrome display data, by varying, in accordance with the input image data and according to one of the modes for driving the liquid crystal display panel, a gradation voltage to be applied to the liquid crystal display panel .

2. The liquid crystal display of claim 1, wherein
the means for varying the gradation voltage varies a reference gradation voltage for driving the liquid crystal display panel.

3. The liquid crystal display of claim 2, further comprising:
a storage section storing sets of reference gradation voltage data previously specified.

4. The liquid crystal display of any one of claims 1 through 3, further comprising:

means for detecting a temperature in the liquid crystal display; and

means for varying a gradation voltage to be applied to the liquid crystal display panel, in accordance with the input image data and the detected temperature in the display.

5. The liquid crystal display of any one of clams 1 through 3, wherein

the switching means switches between the modes for driving the liquid crystal display panel in accordance with a user's instruction.